

NATIONAL VISITOR SURVEY RESULTS

MARCH 2019

SOUTH AUSTRALIA'S VISITOR ECONOMY WORTH

\$7.2 BILLION

↑8%
 = \$564M
RESULTS FROM IVS AND NVS.

DOMESTIC EXPENDITURE



\$6.2B
 MARCH 2019
 ↑12%

\$5.5B
 MARCH 2018

\$5.2B
 MARCH 2017

DOMESTIC VISITORS



7.0M
 MARCH 2019
 ↑7%

6.5M
 MARCH 2018

6.1M
 MARCH 2017

TOP 3 DOMESTIC MARKETS THAT VISIT SA



VICTORIA
 VISITS: 1.3M ↑14%



NEW SOUTH WALES
 VISITS: 742,000 ↑7%



QUEENSLAND
 VISITS: 384,000 ↑26%

NATIONAL VISITOR ORIGIN



INTERSTATE
 VISITS: 2.8M ↑15%

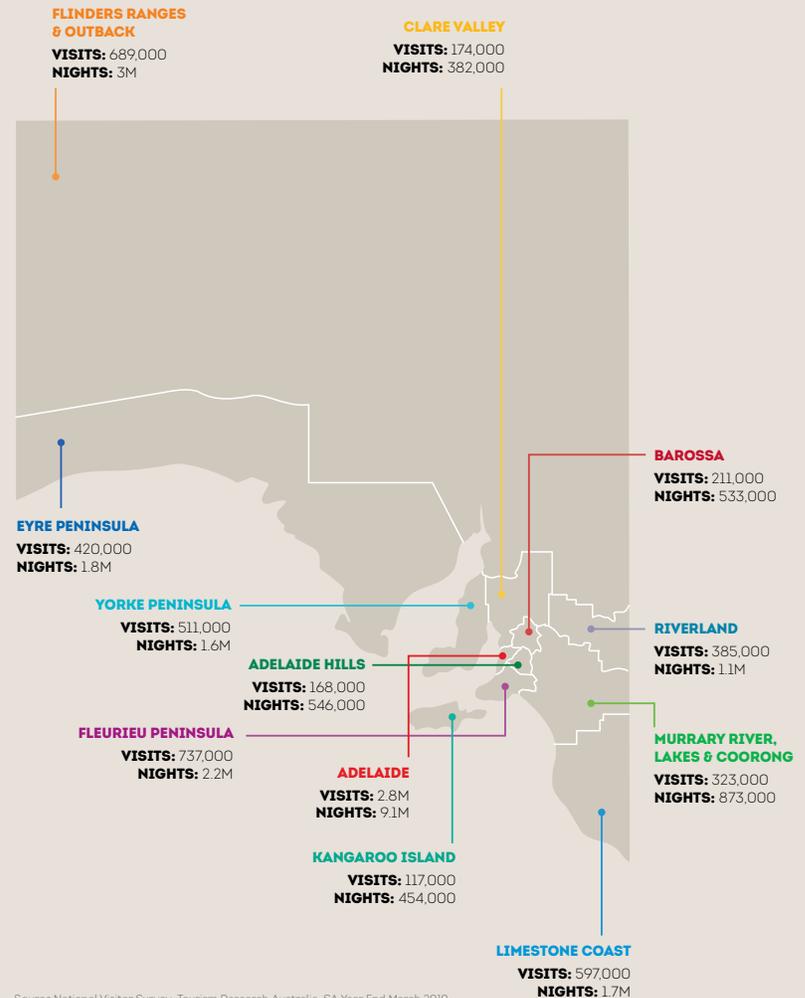
INTRASTATE
 VISITS: 4.2M ↑2%

DAY TRIPS



14.3 MILLION
 ↑4%

DOMESTIC VISITS BY REGION*



Source: National Visitor Survey, Tourism Research Australia, SA Year End March 2019.
 *Data presented is a 3 year annual average to March 2019.

Comparing March 2017, March 2018 and March 2019.

